

# **Breast Cancer Diagnostics Market Size, Trends, Analysis, and Outlook By Type (Imaging, Biopsy, Genomic Tests, Blood Tests, Others), By Product (Platform-based Products, Instrument-based Products), By Application (Screening, Diagnostic and Predictive, Prognostic, Research), By End-User (Hospitals & Clinics, Diagnostic Centers and Medical Laboratories, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Breast Cancer Diagnostics market size is poised to register 7.13% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Breast Cancer Diagnostics market across By Type (Imaging, Biopsy, Genomic Tests, Blood Tests, Others), By Product (Platform-based Products, Instrument-based Products), By Application (Screening, Diagnostic and Predictive, Prognostic, Research), By End-User (Hospitals & Clinics, Diagnostic Centers and Medical Laboratories, Others).

The breast cancer diagnostics market is experiencing significant expansion due to increasing incidence of breast cancer, advancements in diagnostic imaging technologies, and growing emphasis on early detection and personalized medicine. Breast cancer diagnostics encompass a variety of imaging modalities, such as mammography, ultrasound, MRI, and molecular imaging, as well as biopsy techniques and genetic testing assays used to detect, stage, and characterize breast tumors. With a focus on screening effectiveness and diagnostic accuracy, radiologists, oncologists, and diagnostic laboratories are leveraging innovative breast imaging technologies,

computer-aided detection (CAD) algorithms, and molecular biomarkers to improve breast cancer detection rates, guide treatment decisions, and optimize patient outcomes in breast cancer care.

## Breast Cancer Diagnostics Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Breast Cancer Diagnostics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Breast Cancer Diagnostics survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Breast Cancer Diagnostics industry.

## Key market trends defining the global Breast Cancer Diagnostics demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Breast Cancer Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Breast Cancer Diagnostics industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Breast Cancer Diagnostics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Breast Cancer Diagnostics industry

Leading Breast Cancer Diagnostics companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced

technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Breast Cancer Diagnostics companies.

### Breast Cancer Diagnostics Market Study- Strategic Analysis Review

The Breast Cancer Diagnostics market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Breast Cancer Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Breast Cancer Diagnostics industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Breast Cancer Diagnostics Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Breast Cancer Diagnostics Market Size Outlook- Companies plan for

focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Breast Cancer Diagnostics market segments. Similarly, Strong end-user demand is encouraging Canadian Breast Cancer Diagnostics companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Breast Cancer Diagnostics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Breast Cancer Diagnostics Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Breast Cancer Diagnostics industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Breast Cancer Diagnostics market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Breast Cancer Diagnostics Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Breast Cancer Diagnostics in Asia Pacific. In particular, China, India, and South East Asian Breast Cancer Diagnostics markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Breast Cancer Diagnostics Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Breast Cancer Diagnostics Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Breast Cancer Diagnostics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Breast Cancer Diagnostics.

Breast Cancer Diagnostics Market Company Profiles

The global Breast Cancer Diagnostics market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Argon Medical Devices Inc, Becton, Dickinson and Company, Danaher, F. Hoffmann-La Roche Ltd, Genomic Health (Exact Sciences Corp), Hologic Inc, Koninklijke Philips N.V., Myriad Genetics Inc, QIAGEN, Thermo Fisher Scientific Inc

Recent Breast Cancer Diagnostics Market Developments

The global Breast Cancer Diagnostics market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Breast Cancer Diagnostics Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast

Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Imaging

Biopsy

Genomic Tests

Blood Tests

Others

By Product

Platform-based Products

-Next-generation Sequencing

-Microarrays

-PCR

-Others

Instrument-based Products

-Imaging

-Biopsy

By Application

Screening

Diagnostic and Predictive

Prognostic

Research

By End-user

Hospitals & Clinics

Diagnostic Centers and Medical Laboratories

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Argon Medical Devices Inc

Becton, Dickinson and Company

Danaher

F. Hoffmann-La Roche Ltd

Genomic Health (Exact Sciences Corp)

Hologic Inc

Koninklijke Philips N.V.

Myriad Genetics Inc

QIAGEN

Thermo Fisher Scientific Inc

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Platform-based Products

-Next-generation Sequencing

-Microarrays

-PCR

-Others

Instrument-based Products

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Research

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Becton, Dickinson and Company  
Danaher  
F. Hoffmann-La Roche Ltd  
Genomic Health (Exact Sciences Corp)  
Hologic Inc  
Koninklijke Philips N.V.  
Myriad Genetics Inc  
QIAGEN  
Thermo Fisher Scientific Inc

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